



11
W. L. Thomas
11/8/03
PATENTS

Attorney Docket No. UV-57

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : William L. Thomas et al.

Application No. : 09/139,798 Confirmation No. : 5738

Filed : August 25, 1998

For : PROGRAM GUIDE SYSTEM WITH MONITORING
OF ADVERTISEMENT USAGE AND USER
ACTIVITIES

Group Art Unit : 2611

Examiner : Son P. Huynh

New York, New York 10020
December 30, 2002

Hon. Commissioner for Patents
P.O. Box 2327
Arlington VA 22202

SUBMISSION OF FORMAL DRAWINGS

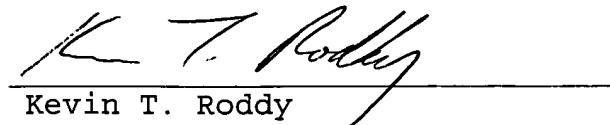
Sir:

Pursuant to 37 C.F.R. § 1.85, applicant herewith
furnishes Sixteen (16) sheets of formal drawings (Figs. 1-15),

Express Mail
EI125453367US

to be substituted for the sixteen sheets of formal drawings
filed on November 19, 1998.

Respectfully submitted,

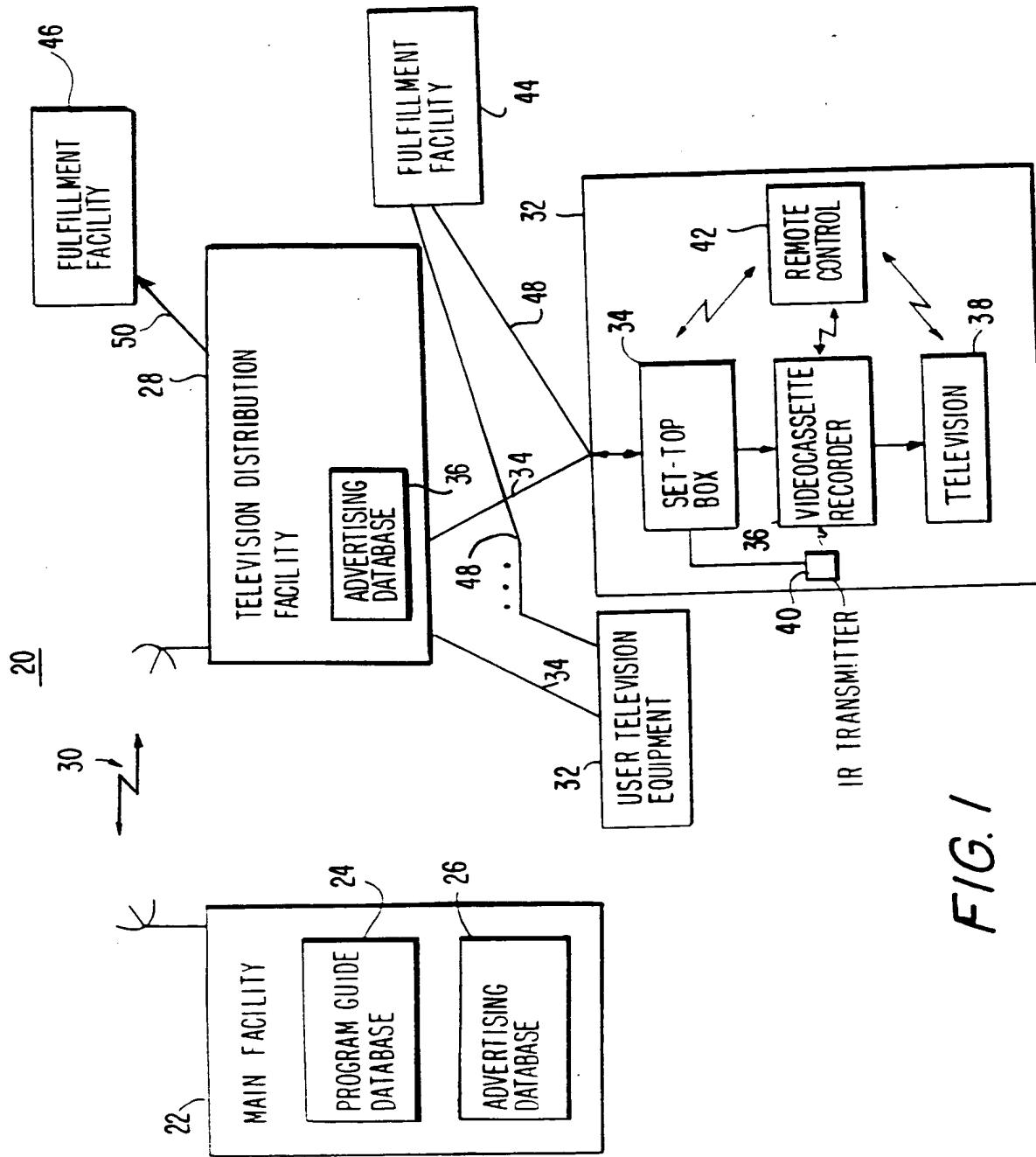


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1/16





2/16

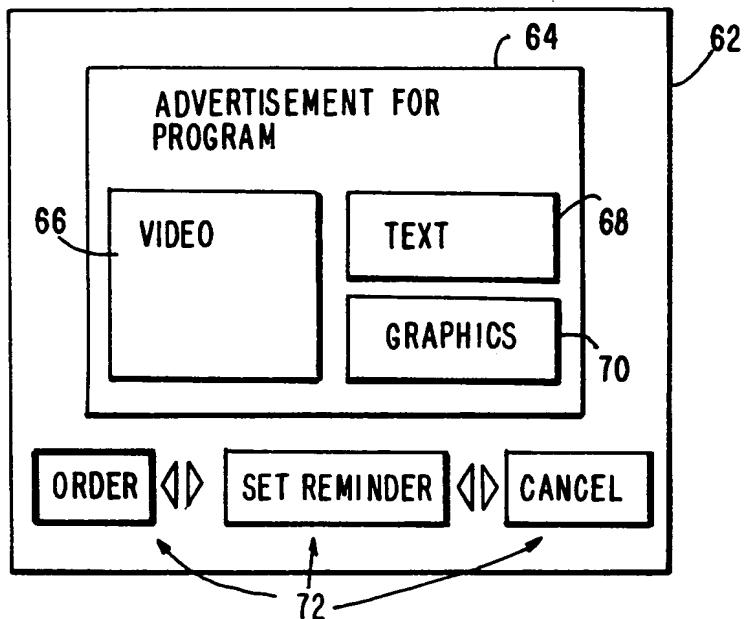
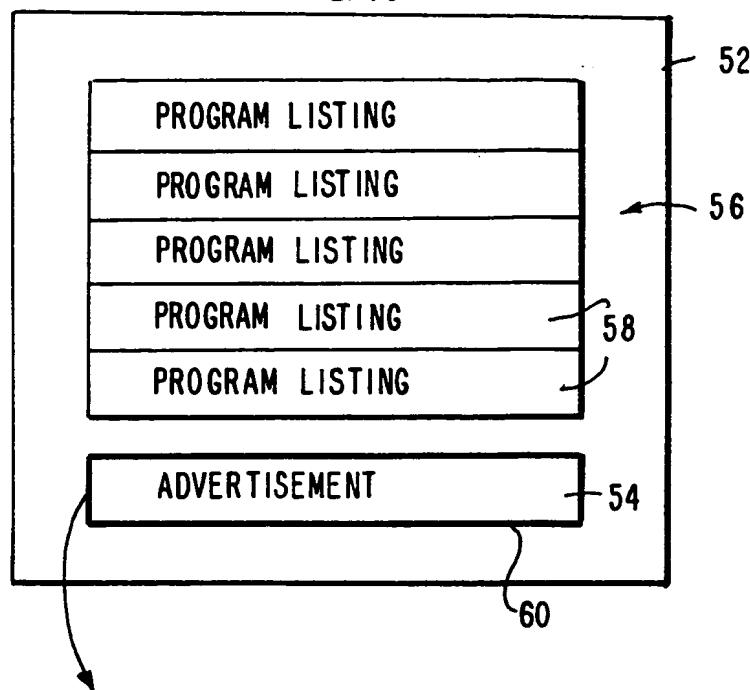


FIG. 2



Applicants : William L. Thomas et al.
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ADVERTISEMENT USAGE AND USER ACTIVITIES
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Docket No.: UV-57
Confirmation No.: 5738
Sheet 3 of 16

3/16

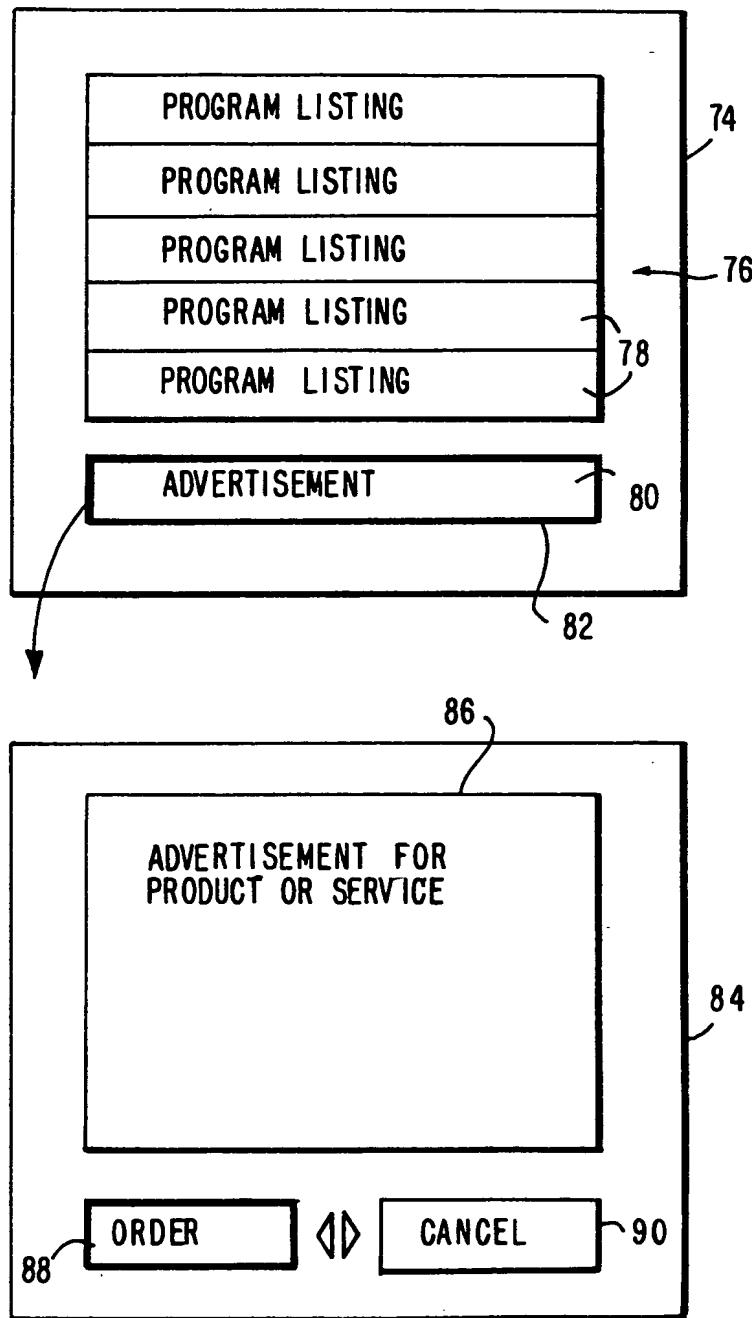


FIG. 3



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Docket No.: UV-57
Confirmation No.: 5738
Sheet 4 of 16

4/16

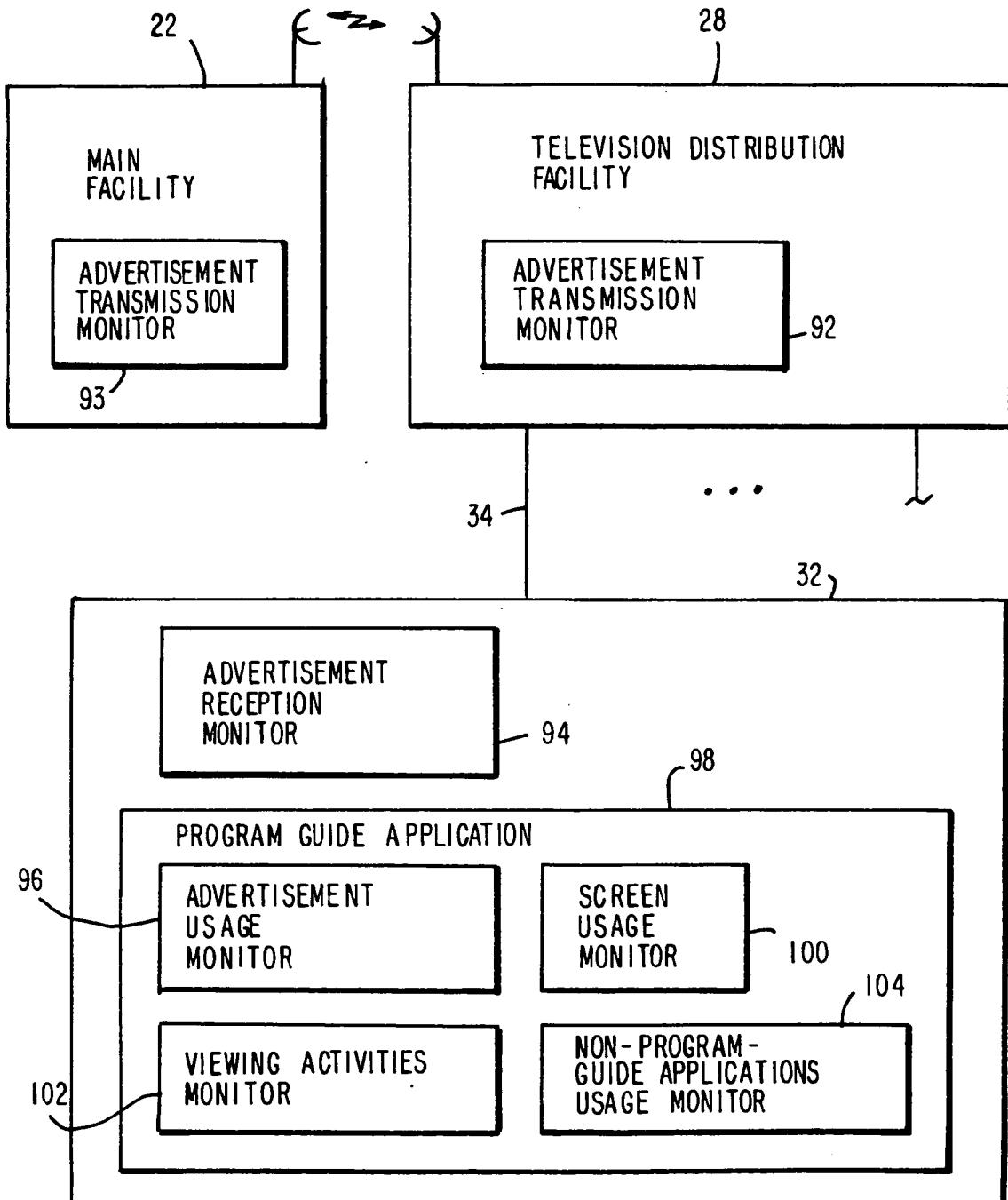


FIG. 4

O I P E
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5 / 16

- 108 ADVERTISEMENT IDENTIFIER
- 110 INFORMATION ON WHETHER ADVERTISEMENT
WAS TRANSMITTED CORRECTLY
- 112 INFORMATION ON WHETHER ADVERTISEMENT
WAS RECEIVED CORRECTLY
- 114 INFORMATION ON THE NUMBER OF TIMES
ADVERTISEMENT WAS DISPLAYED
- 116 INFORMATION ON WHICH PROGRAM GUIDE
SCREENS ADVERTISEMENT WAS DISPLAYED ON
- 118 INFORMATION ON WHICH SCREENS WERE ACTIVE
WHEN THE ADVERTISEMENT WAS SELECTED
BY THE USER
- 120 INFORMATION ON USER ACTIONS THAT RESULTED
DIRECTLY FROM SELECTING THE
ADVERTISEMENT, SUCH AS WATCHING A
PROGRAM, RECORDING A PROGRAM,
PURCHASING A PROGRAM, ETC.
- 122 DATE AND TIME ADVERTISEMENT DISPLAYED
OR ACTION TAKEN

106

FIG. 5



Applicants : William L. Thomas et al.
Application No. 09/139,798
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ADVERTISEMENT USAGE AND USER ACTIVITIES
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Docket No.: UV-57
Confirmation No.: 5708
Sheet 6 of 16

6 / 16

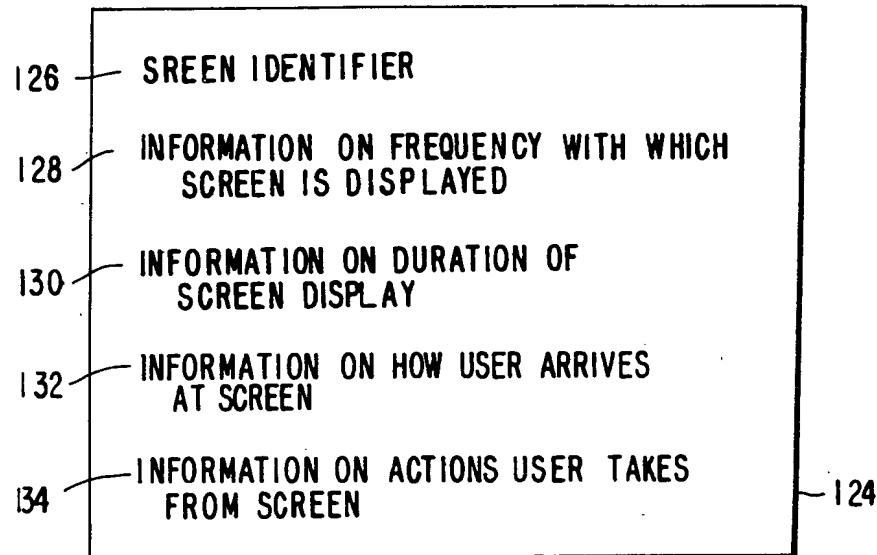


FIG. 6



Applicants : William L. Thomas et al.
Application No.: 09/139,798
: August 25, 1998
For : PROGRAM GUIDE SYSTEM WITH MONITORING OF
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Attorney : Kevin T. Roddy, Reg. No. 50,577

Docket No.: UV-57
Conf. No.: 5738
Sheet 7 of 16

7 / 16

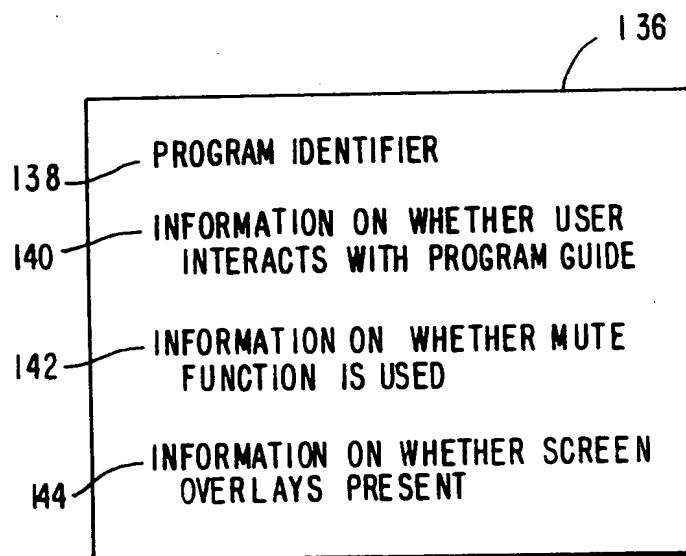


FIG. 7

Applicants : William L. Thomas et al. Docket No.: UV-57
Application No. 09/139,798 Confirmation No. 538
Filed : August 25, 1998
For : PROGRAM GUIDE SYSTEM WITH MONITORING OF
ADVERTISEMENT USAGE AND USER ACTIVITIES
Attorney : Kevin T. Roddy, Reg. No. 50,577 Sheet 8 of 16

8/16

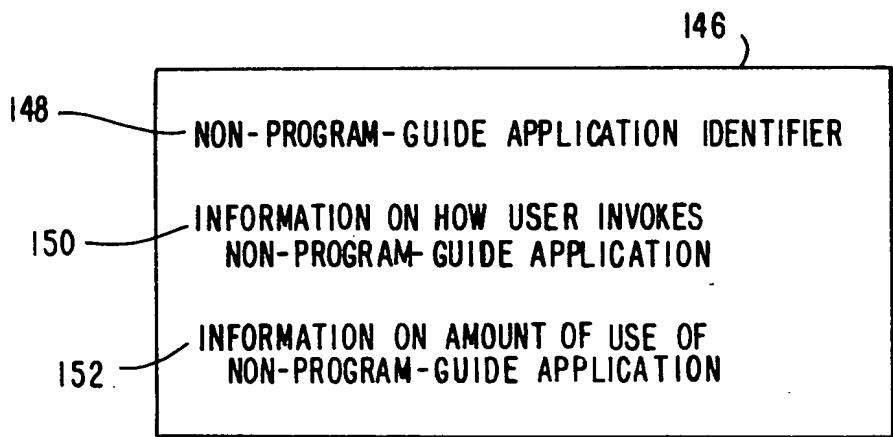


FIG. 8



9/16

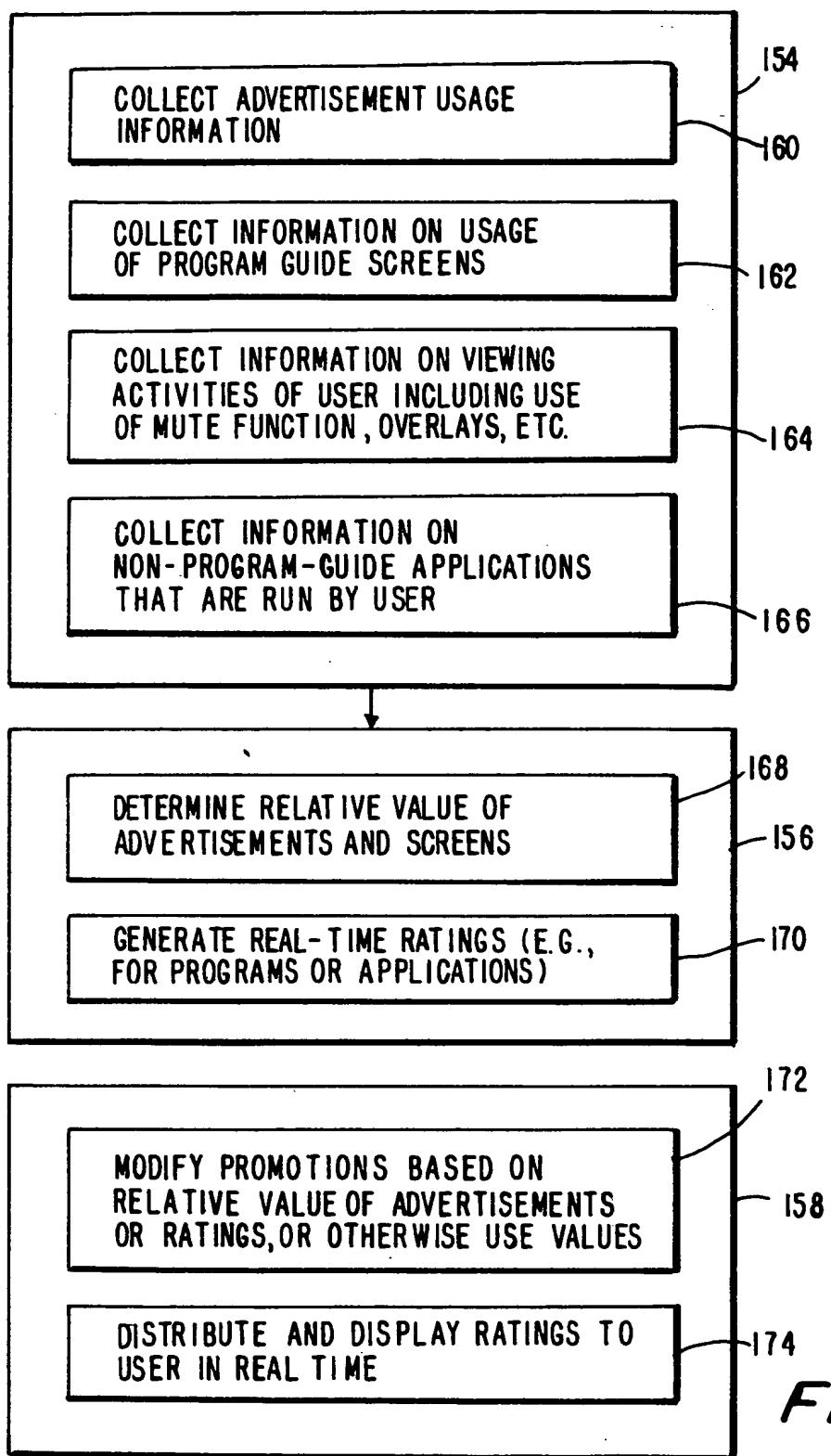


FIG. 9



Applicants : William L. Thomas et al.
Application No.: 09/139,798
Filed [REDACTED] August 25, 1998
For : PROGRAM GUIDE SYSTEM WITH MONITORING OF
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Attorney : Kevin T. Roddy, Reg. No. 50,577

Docket No.: UV-57
Confirmation No.: 5738
Sheet 10 of 16

10/16

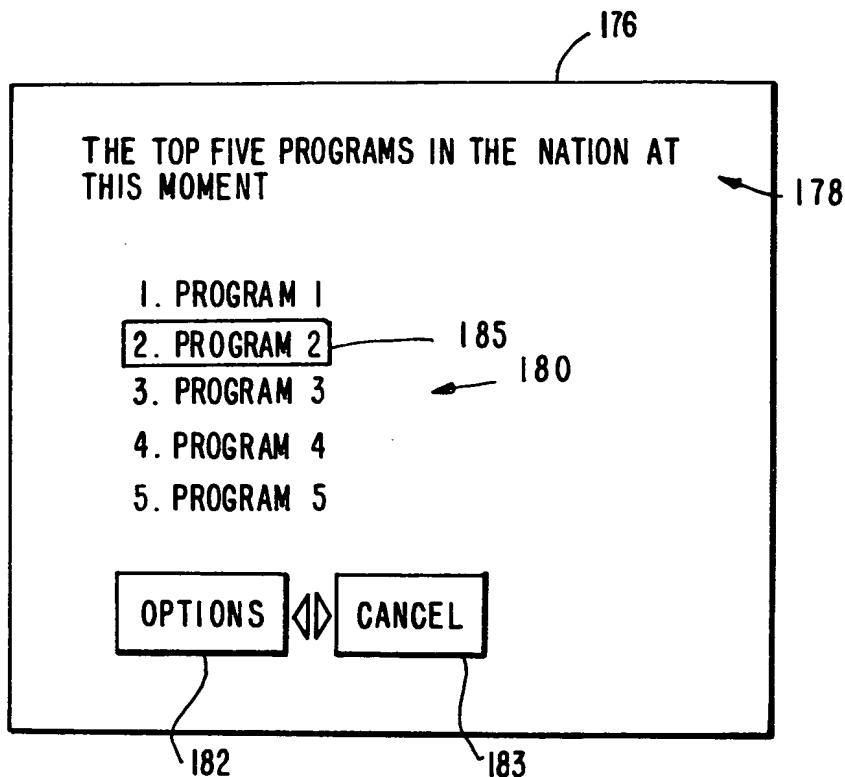


FIG. 10a



Applicants : William L. Thomas et al.
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Attorney : Kevin T. Roddy, Reg. No. 50,577

Docket No.: UV-57
Confirmation No.: 5738
Sheet 11 of 16

11/16

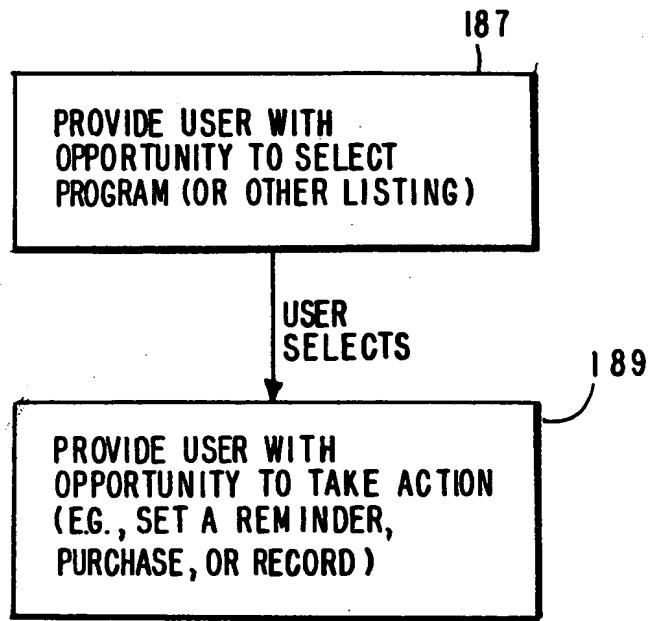


FIG. 10b



12/16

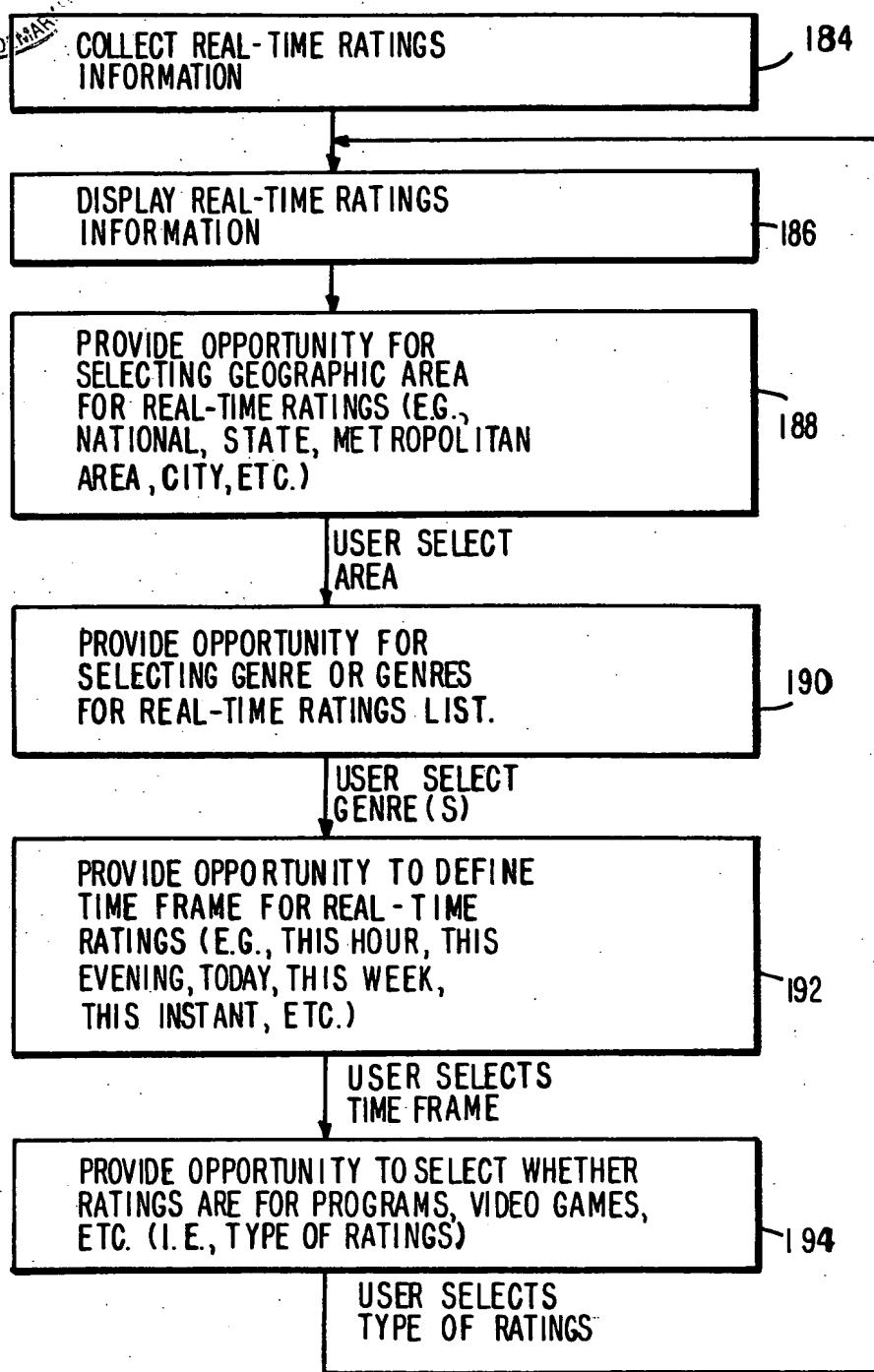


FIG. 11



Applicants : William L. Thomas et al.
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Attorney : Kevin T. Roddy, Reg. No. 50,577

Docket No.: UV-57
Confirmation No.: 5738

Sheet 13 of 16

13/16

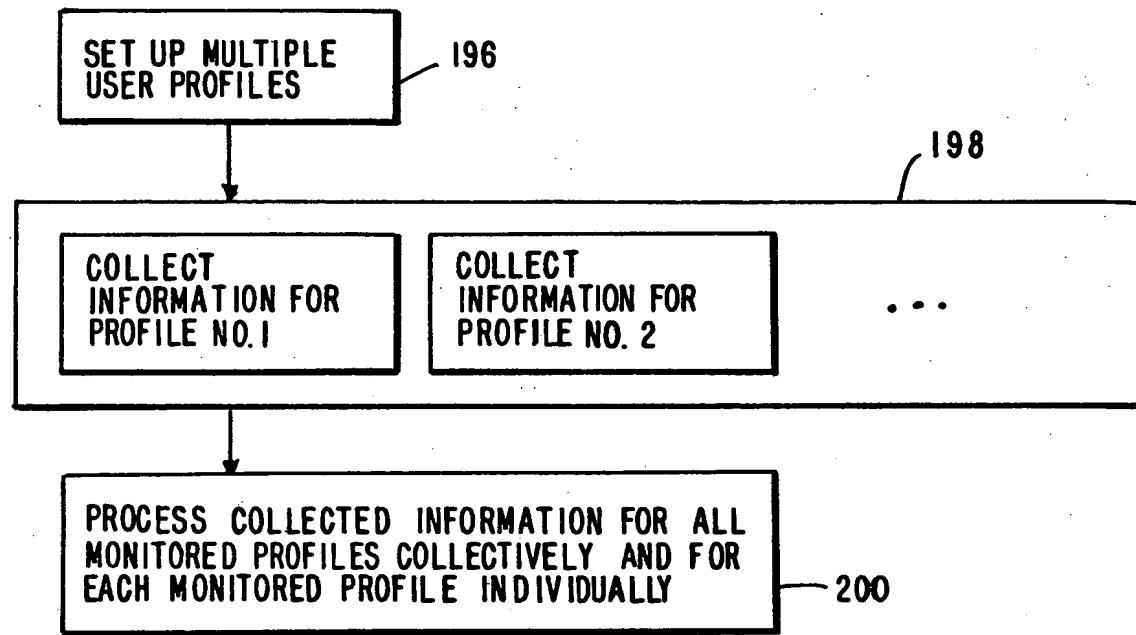


FIG. 12



Applicants : William L. Thomas et al.
Applicant No.: 09/139,798
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Attorney : Kevin T. Roddy, Reg. No. 50,577

Docket No.: UV-57
Confirmation No.: 5738
Sheet 14 of 16

14/16

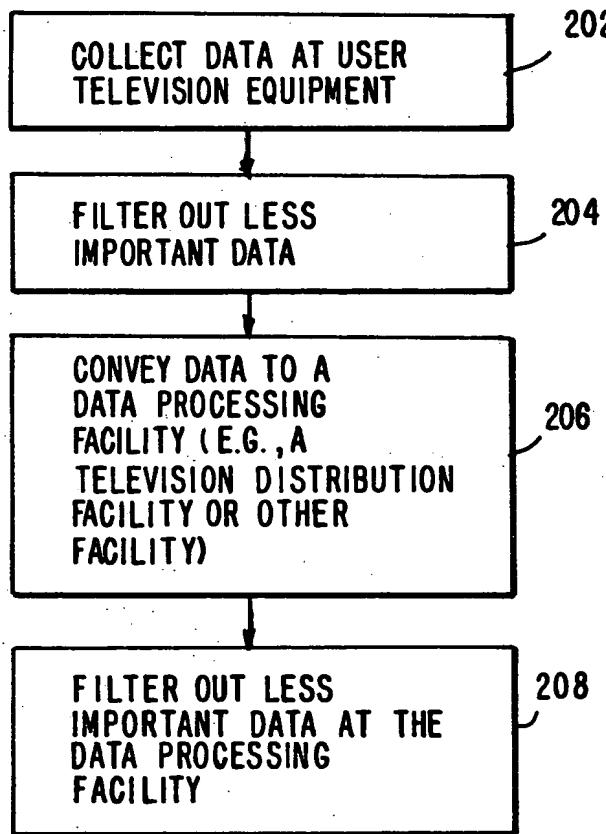


FIG. 13



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Attorney : Kevin T. Roddy, Reg. No. 50,577

Docket No.: UV-57
Confirmation No. 738
Sheet 15 of 16

15/16

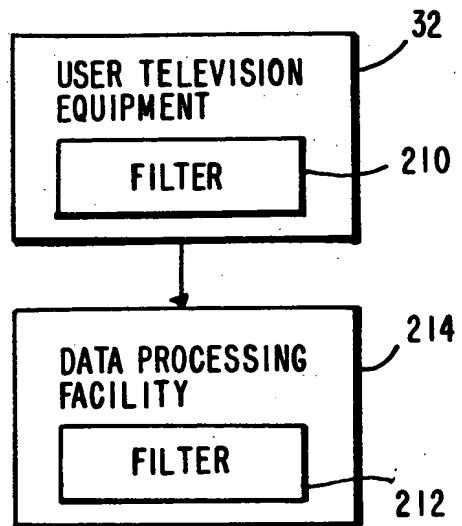
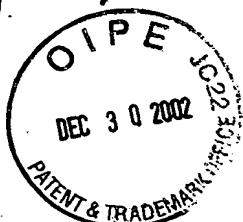


FIG. 14



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Docket No.: UV-57
Confirmation No.: 5738
Sheet 16 of 16

16 / 16

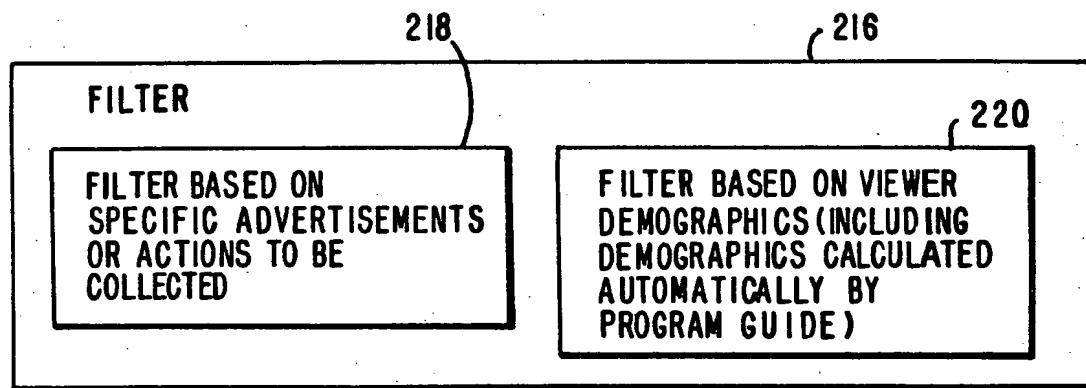


FIG. 15